



# Kentucky Academic Course Code List

Marketing Education Courses  
without Certification

## Kentucky Academic Course Codes

The Kentucky Department of Education (KDE) initiated a course code project under the direction of Commissioner Pruitt in January 2017. The project ensures Kentucky is providing equitable opportunity and access to research-based student experiences that impact student success.

The results of the project include an alignment of core academic course codes to Kentucky Academic Standards. The standards aligned to the core academic course codes cannot be changed. The alignment serves as a guarantee to students across the Commonwealth that all students have equitable access to Kentucky Academic Standards. The project also provides an alignment to Kentucky's new Accountability System, 703 KAR 5:270, which measures opportunity and access provided to students across Kentucky.

The Kentucky Academic Course Code List contains a listing of course codes and descriptions along with certifications that fit the parameters for given courses. The content listed for a course cannot be changed; however, the grade range and population information listed for each course are not absolute and can vary slightly depending on the needs of the school and teacher certifications. Districts should choose the course that most closely represents the content in a given course. ***The description and content of a course are the determining factors in what should be selected.***

### Contact Information:

- Districts may contact [CourseCodes@education.ky.gov](mailto:CourseCodes@education.ky.gov) with questions pertaining to course codes, course content and course-standards alignment.
- Districts may contact the EPSB Division of Certification at (502) 564-4606 or [dcert@ky.gov](mailto:dcert@ky.gov) with question pertaining to certification.
- Districts may contact KHEAA at (502) 696-7397 or [kees@kheaa.com](mailto:kees@kheaa.com) with questions pertaining to KEES eligibility.

## HOW TO USE THIS DOCUMENT

This document contains a listing of course codes and descriptions along with certifications that fit the parameters for given courses. The grade range listed for each course are not absolute. Please choose the course that most closely represents the content in a given course.

### EXAMPLE

John Q Middle School had 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> grade students taking a Visual Art course. This course would be linked to course number **500711: Visual Art – Comprehensive**, which shows a recommended grade range of 6 – 12.

Schools will link their courses on the Infinite Campus “Course Master” tab OR in the “Course” tab to courses listed in this document.

Schools may have created courses that are very unique in order to meet students’ needs. If a course does not meet the definition or content of one contained in this document, please use course number **909999: School Defined Course**, and define the correct content through the LEAD report.

The course code 909999 should be used in situations where a current course code does not exist and there are no existing Kentucky Academic Standards aligned to the course. Local Boards of Education should approve the use of a district's use of a 909999 course code *before* a district begins utilizing it within Infinite Campus. Please see the [Guiding Principles For Using Course Code 909999](#) for more information.

## CERTIFICATIONS

It is important to note that the certificates listed are the ones that fit ***ALL*** of the parameters for a specific course; there may be other certificates that can teach it with slightly more restrictive parameters.

Please take note of the following information from *The Kentucky Academic Standards* with regard to middle school courses that are offered for high school credit.

### High School Credit Earned in Middle School

It is expected that most students will earn high school credits during their high school years. However, local school districts may offer high school courses to middle level students if the following criteria are met:

- the content and the rigor of the course are the same as established in the *Kentucky Academic Standards*
- the students demonstrate mastery of the middle level content as specified in the *Kentucky Academic Standards*
- the district has criteria in place to make reasonable determination that the middle level student is capable of success in the high school course
- **the middle level course is taught by teachers with either secondary or middle level certification with appropriate content specialization**

Although middle level courses list the Provisional and Standard Elementary Certificates, Grades 1-8 as allowable under the parameters of these courses, they will not meet the above requirements for courses that are offered for high school credit.

***This document is a guide; therefore the EPSB disclaims any warranties as to the validity of the information in this document. Users of this document are responsible for verifying information received through cross-referencing the official record in the EPSB's Division of Certification. The EPSB shall not be liable to the recipient, or to any third party using this document or information obtained therefrom, for any damages whatsoever arising out of the use of this document.***

# **Marketing Education (080000)**

A program area that consist of a summary of groups of instructional programs that prepare individuals for occupations directed toward and incident to the flow of instructional and consumer goods in channels of trade, or the provision of services to consumers or users. These programs are concerned with marketing, sales, distribution, merchandising, and management.

# Marketing Education - Fashion Marketing

## (080100)

A group of instructional programs that prepare individuals to perform marketing function and tasks in retail establishments, wholesale establishments, and marketing firms primarily engaged in the marketing of clothing and related articles for personal wear. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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### 080111 - Fashion Marketing

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course is a specialized course that provides instruction in marketing of apparel and accessories. This course is based upon the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. The instruction includes basic fashion and marketing basics, the use of design and color, promotions, visual merchandising and career opportunities. Leadership development will be provided through FBLA and/or DECA.

**Content:** Marketing

**Population:** General

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### 080132 - Fashion Marketing Management

**Grade Level:** 11 - 12

**Credits:** 1

**Description:** This course is designed as a continuation of Fashion Marketing and provides an in-depth study of merchandising techniques, fashion trends, fashion promotion, and management skills. This course is based on the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. Leadership development will be provided through FBLA and/or DECA.

**Content:** Marketing

**Population:** General

# Marketing Education - Management/Entrepreneurship (080300)

A group of instructional programs that prepares students for the rewards and risk of business ownership. Emphasis is placed on the day-to-day management functions performed by marketing professionals. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 080310 - Entrepreneurship

**Grade Level:** 11 - 12

**Credits:** 1

**Description:** This course is designed to provide students the skills needed to effectively organize, develop, create and manage their own business. This course is based on improving communication skills and understanding economics, financial analysis, operations, promotion and selling. The culminating project of the course is the development of a comprehensive business plan. Cooperative education or shadowing experiences may be used to enhance course instruction. Leadership development provided through FBLA, DECA and/or FCCLA.

**Content:** Entrepreneurship

**Population:** General

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## 080317 - Business Economics - CTE Credit

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** This course is designed to be a comprehensive study of economics which meets the economics requirement for graduation. It provides an in-depth study of how people produce, distribute, and consume goods and services. Economic terminology, theory, and a comparison of economic systems and policies are integral to the course. Simulations and/or actual work situations may be used to provide practical experience with various economic conditions. Leadership development will be provided through FBLA and/or DECA.

**Content:** Marketing

**Population:** General

# Marketing Education - Career Major Electives (080700)

A program that prepares individuals to teach sales and marketing operations/marketing programs at various educational levels. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 080707 - Marketing Education Co-op

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** Cooperative Education for CTE courses provide supervised work site experience related to the student's identified career pathway. A student must be enrolled in an approved capstone course during the same school year that the co-op experience is completed. Students who participate receive a salary for these experiences, in accordance with local, state and federal minimum wage requirements according to the Work Based Learning Guide.

**Content:** Marketing

**Population:** General

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## 080708 - Marketing Education Internship

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** Internship for CTE courses provide supervised work-site experience for high school students who are enrolled in a capstone course associated with their identified career pathway. Internship experiences consist of a combination of classroom instruction and field experiences. A student receiving pay for an intern experience is one who is participating in an experience that lasts a semester or longer and has an established employee-employer relationship. A non-paid internship affects those students who participate on a short-term basis (semester or less). All information referenced in the Work Based Learning Guide.

**Content:** Marketing

**Population:** General

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## 080711 - Business and Marketing Concepts and Applications

**Grade Level:** 7 - 7

**Credits:**

**Description:** This course is for 7th grade students and is a 9-12 week course that incorporates fundamentals of introduction to business concepts with hands-on application of Word Processing, Spreadsheet, Graphics, Power Point design and Publisher. The student will be introduced to business terminology, practice and procedures for running a small business as well as making realistic decisions regarding their daily operations. Activities are designed to promote creativity, individuality, and encourage students to take ownership in their business enterprise. Students develop their small business through the developmental stage and progress to study marketing plans, various forms of communication, inventory control and payroll.

**Content:** Marketing  
**Population:** General

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## **080715 - Special Topics, Marketing**

**Grade Level:** 9 - 12

**Credits:** 1 - 3

**Description:** Special topics expand course offerings and may vary from semester to semester at the discretion of the instructor; courses may be repeated with different topics to a maximum of three credit hours.

**Content:** Marketing

**Population:** General

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## **080716 - Principles of Marketing**

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** This course provides a basic foundation for further study in marketing. Students study economic functions at work in the marketplace, marketing functions including purchasing, pricing, and distribution functions. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, and promotion. Both marketing and employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through FBLA and/or DECA.

**Content:** Marketing

**Population:** General

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## **080717 - Advanced Marketing**

**Grade Level:** 11 - 12

**Credits:** 1

**Description:** This course is designed to enhance marketing skills developed in the marketing prerequisite courses and to learn advanced marketing skills in such areas as advertising, customer service, supervision, and employee/employer relations for a wide range of marketing careers. This course is based on the business and marketing core that includes communication skills, emotional intelligence, economics, marketing, operations, promotion, marketing-information management and financial analysis. Leadership development will be provided through FBLA and/or DECA.

**Content:** Marketing

**Population:** General

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## **080719 - Financial Literacy for Math Credit (Marketing)**

**Grade Level:** 9 - 12

**Credits:** 1E

**Description:** This course is designed to provide students with the knowledge and skills to manage one's financial resources effectively for lifetime financial security. Topics include economics, money in the economy, budgeting, credit, consumer rights, investments and retirement planning. A correlation to the math content in the program of studies was used in developing this course to count as a 4th math elective. Leadership development will be provided through FBLA/DECA.

**Content:** Financial Literacy for the Math Elective Requirement

**Population:** General

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## 080772 - Math for Business and Industry for CTE credit

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Enables student to explore mathematical content for personal, business, and industrial use; concepts are applied through problem-solving and real-world situations. A correlation to the math content in the Program of Studies was used in developing this course to count for the 4th math credit.

**Content:** Marketing

**Population:** General

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## 080780 - Math for Business and Industry for credit in Math

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Enables student to explore mathematical content for personal, business, and industrial use; concepts are applied through problem-solving and real-world situations. A correlation to the math content in the Program of Studies was used in developing this course to count for the 4th math credit.

**Content:** Math for Business and Industry for the Math Elective Requirement

**Population:** General

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## 080799 - Leadership Dynamics

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** This course is designed to assist students with developing skills needed to be successful leaders and responsible members of society. This student will develop personal attributes and social skills. Emphasis will be placed on interpersonal skills, team building, communication, personal development and leadership. This course will include opportunities for students to apply their knowledge.

**Content:** Leadership Dynamics

**Population:** General

# Marketing Education - Hospitality, Travel & Tourism (080900)

A group of instructional programs that prepare individuals to perform marketing and management functions and tasks in any business enterprise primarily engaged in satisfying the desire of people to make productive or enjoyable use of leisure time.

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## 080910 - Principles of Hospitality

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course is designed for students interested in marketing careers in the hospitality industry. The instruction includes career awareness in the areas of recreation, travel/tourism, hotel/motel, and restaurant. This course is based on the business and marketing core that includes communication skills, economics, operations, promotion, selling, and product/service management. Leadership development will be provided through FBLA and/or DECA.

**Content:** Marketing

**Population:** General

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## 080911 - Travel and Tourism Marketing

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course introduces the student to the travel and tourism industry. This course is based on the Business and Marketing Core that includes communication skills, economics, human resource management, promotion, marketing-information management, and selling. Instruction includes domestic and international travel, sales techniques, transportation methods (road, water, air, rail), food and beverage marketing, and destination marketing. Leadership development will be provided through DECA and/or FBLA.

**Content:** Marketing

**Population:** General

# Marketing Education - Sports Marketing (081100)

A group of instructional programs that prepare individual to perform marketing and management functions and tasks in sports marketing. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 081121 - Sports and Event Marketing

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course is designed to develop a thorough understanding of the marketing concepts and theories that apply to sports and events. This course is based on the business and marketing core that includes communication skills, distribution, marketing-information management, pricing, product/service management, promotion, selling, operations, strategic management, human resource management, and the economic impact and considerations involved in the sports and event marketing industries. Leadership development will be provided through DECA and/or FBLA.

**Content:** Marketing

**Population:** General

# Marketing Education - E-Commerce (081300)

A group of instructional programs that prepare individuals to perform electronic marketing functions or E-Commerce. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 081310 - Internet Marketing

**Grade Level:** 11 - 12

**Credits:** 1

**Description:** This course provides an in-depth study in electronic marketing/commerce associated with the Internet. Students learn how to practice good marketing principles in an "electronic" marketing place. Decision-making and problem-solving skills are involved in such units as human relations, distribution, market information management, and product/service planning. The employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through DECA and/or FBLA.

**Content:** Marketing

**Population:** General

# Marketing Education - Retailing / Wholesaling (081400)

A group of instructional programs that prepare individuals to perform marketing and management functions and tasks in retail and wholesale establishments. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 081411 - Retail Marketing

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course is designed to provide an overview of the marketing responsibilities of individuals employed in the retail industry. This course is based on the business and marketing core that includes communication skills, operations, distribution, marketing-information management, pricing, product/service management, promotion and selling. Leadership development will be provided through DECA and/or FBLA.

**Content:** Marketing

**Population:** General

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## 081431 - Retail Marketing Management

**Grade Level:** 11 - 12

**Credits:** 1

**Description:** This course is designed as a continuation of Retail Marketing and provides an in-depth study of merchandising techniques and management skills. This course is based on the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. Leadership development will be provided through DECA and/or FBLA.

**Content:** Marketing

**Population:** General

# Marketing Education - Advertising (081500)

A group of instructional programs that describe the creation, execution, transmission, and evaluation of commercial messages concerned with the promotion and sale of products and services. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 081511 - Advertising & Promotion

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course is designed to provide students with a realistic "hands-on" applications of techniques used in the advertising and promotion of goods and services. Students use typical media software, media equipment, while being exposed to all forms of media (print, web page, etc.), methods, budgets, and evaluations used by industry. Leadership development will be provided through DECA.

**Content:** Marketing

**Population:** General

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## 081512 - Promotional Applications & Media

**Grade Level:** 11 - 12

**Credits:** 1

**Description:** This course is designed to provide students with hands-on applications, of running a school based industry simulated experience. Students will apply basic fundamentals of advertising using digital and print media. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, product/service management and promotion. Leadership development will be provided through DECA and/or FBLA.

**Content:** Marketing

**Population:** General